

Doppio Games Pushes Boundaries of Voice-Controlled Gaming & Entertainment with *The 3% Challenge*

Advances in AI and natural language processing create unique opportunities for partnerships between gaming companies and content creators

Porto, Portugal, Oct. 8, 2019 – Doppio Games, a leader in conversational games, shows the incredible potential of voice-controlled entertainment with its latest game release, *The 3% Challenge*, based on the critically acclaimed Netflix Original Series, “3%.” This free-to-play, multiplayer game is a prequel to the show’s dystopian drama, launching today simultaneously on both Amazon Alexa and Google Assistant. *The 3% Challenge* was produced in partnership with Rio Games, actress Bianca Comparato’s production company. Comparato, who plays the lead character, Michele, in Netflix’s “3%,” also lends her voice to the game.

“With AI changing the landscape of gaming, we are revolutionizing the gaming industry with captivating gaming experiences that can’t be achieved on any other platforms,” said Jeferson Valadares, Doppio Games’ CEO and co-founder. “As users seek ways to get the most from their devices, voice control could evolve to outpace touch control, with *The 3% Challenge* leading the way.”

Doppio Games proves voice-control and video games can merge seamlessly with the rapid emergence of smart speakers and the growth of voice-powered AI assistants, using the most advanced technology available for game creation on these platforms. *The 3% Challenge* is one of the first games to launch on Google Assistant using enhanced graphics with Interactive Canvas, as well as developed for Alexa using Amazon’s Skill Flow Builder, a new tool enabling developers to build story-based game skills faster, including interactive fiction, branching narratives and role-playing games. Gameplay is as simple as saying, “Alexa, open the three percent challenge,” and, “Hey Google, talk to the three percent challenge.”

The narrative created for the game is focused on a prequel storyline, with players experiencing what happened 20 years before the first season of the show. Fans of the series can join the process where candidates are challenged and vetted, just like in the Netflix sci-fi thriller. *The 3% Challenge* offers a unique gameplay experience, relying only on voice-control, with several custom-made voice-based challenges that test players’ skills, created specifically for the game. The game’s prequel storyline was written in collaboration with series writers including, Pedro Aguilera and Cassio Koshikumo. Actress Bianca Comparato, who plays Michele in Netflix’s “3%,” lends her voice to the game, as well as joined the launch of the game with her production company, Rio Games.

Doppio Games’ *The 3% Challenge* launches simultaneously in English and Portuguese, and later this year will offer players fresh content updates, with more episodes and challenges. For more information on Doppio Games’ *The 3% Challenge*, click [here](#) and follow the game on [Facebook](#), [Twitter](#) and [LinkedIn](#).

About Doppio Games

Based in Portugal, Doppio Games makes conversational games about people and their relationships, discussing life’s biggest questions in a delightfully surprising and humorous way. They are a group of voracious readers and knowledgeable gamers who are passionate about using voice to bring storytelling and game design closer together. To achieve this, they are taking their experience from renowned studios such as BioWare, Playfish and Digital Chocolate, together to demonstrate that voice is the new touch for the games industry.

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